



# EDITORIAL INDEX-1985

Index of *Marketing & Media Decisions*, arranged by subject and content, and including feature articles, regular columns and departments.

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**Can five hot shots keep their cool?** — Fallon McElligott Rice take five minutes to plot out the next steps. April p 48.

**Madison Avenue's foreign accent** — New

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**Toying with how to wed marketing to media** — How agencies are training media specialists as market generalists. June p 60.

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**Lights, cameras, action** — Agency involvement with tv program production is not a rarity. Nov. p 49.

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## ABBREVIATIONS

|      |                              |
|------|------------------------------|
| ATSI | As They See It               |
| BB   | Broadcast Beat               |
| BtB  | Business to Business Special |
| DC   | D.C.                         |
| DM   | Direct Marketing             |
| FS   | Fall Special/Media Costs     |
| FU   | Futures                      |
| HW   | Homework                     |
| LET  | Letters                      |

|     |                       |
|-----|-----------------------|
| MED | Mediology             |
| NE  | New Electronic Media  |
| NIM | New in Media          |
| NM  | Newsmakers            |
| PB  | Print Beat            |
| Q   | Quotes                |
| SP  | Sales Promotion       |
| SS  | Spring Special/Top 15 |
| UP  | Update                |

## COVER SUBJECTS — 1985

|           |   |
|-----------|---|
| January   | Joseph A. Campana, vp of marketing, Chrysler Corp.  |
| February  | Jack McQueen, senior vp/director, FCB/Telecom.  |
| March     | William Claggett, vp and director of marketing and advertising services, Ralston Purina Co.   |
| April     | Pat Fallon, president; Tom McElligott, creative director; Nancy Rice, executive art director; Fred Senn, senior vp/account services; Irv Fish, treasurer — Fallon McElligott Rice.  |
| May       | William Howell, president; Bob Toledo, vp brand management; Jerry Schmutte, High Life brand manager — Miller Brewing Co.  |
| June      | Louis M. Schultz, executive vp and director of media services, Campbell-Ewald.  |
| July      | Robert Jacoby, chairman and CEO, Ted Bates Worldwide.   |
| August    | Stephen J. Britt, group vp, U.S. Household Products, Black & Decker.  |
| September | Ken Caffrey, senior vp, director of media operations, Ogilvy & Mather; Willard Hadlock, executive vp, media services, Leo Burnett Co.; Leo Scullin, vp, director of print and new electronics, Young & Rubicam; Michael Drake, senior vp, director of media planning and information services, BBDO; Henry Antosz, vp, media director, Chiat/Day; Michael Drexler, executive vp, director of media and programing, Doyle Dane Bernbach. |
| October   | Hal Bay, president/coo; Jack Bowen, chairman/CEO — D'Arcy Masius Benton & Bowles.   |
| November  | William Prior, president, Yugo America, Inc.; T. Arai, president, Suzuki of America; Max Jamiesson, executive vp, coo, Hyundai Motor America.   |
| December  | Media training programs.  |

## AGENCY, ADVERTISER AND MEDIA PEOPLE

**Women extend reach for media's brass ring** — Progress has been dramatic for women in media departments. Feb. p 51.

**Toying with how to wed marketing to media** — How agencies are training media specialists as market generalists. June p 60.

**The twists and turns of media training** — Ten agencies demonstrate different approaches to the challenge. Dec. p 38.

## BUSINESS PUBLICATIONS/ BUSINESS TO BUSINESS

**Searchmart finds the answers (HW).** March p 30.

**Economic outlook from business press** — Cahners and Technial Publishing each see a healthy 1985 (FU). May p 32.

### Defining the new business marketing culture

— Panel of business marketing experts gives their views on how it is changing, why, and what needs to be done. BtB p 7.

**No holds barred in battle of the long lines** — AT&T stresses quality and dependability; Sprint aims at nationwide audience; MCI's tv campaign uses humor. BtB p 22.

**Marketing moves upfront at Hewlett-Packard** — Marketing strategy includes focus groups, trade shows and network tv. BtB p 28.

**French fries + ketchup = fat profits** — French fries (Ore-Ida) and ketchup (Heinz) make a winning combo in foodservice market. BtB p 36.

**How Du Pont uses specialized magazines** — The country's largest chemical manufacturer banks heavily on the trade press to deliver its product messages. BtB p 42.

**Research and marketing pay off for Pfizer** — With four top-selling drugs in five years, Pfizer focuses on chronic diseases; backs up \$30-million ad budget with special services to its target audience. BtB p 50.

**Agencies take a new look at business-to-business** — More market research and use of consumer media to reach top management prospects are becoming standard operating procedures. BtB p 56.

**Searchmart puts the trades on-line** — Media departments are sighing with relief at Searchmart's early efforts to put trade magazine info on-line. May p 86.

**The art of being traded** — Trade magazine planning requires maximum familiarity with the book and the help of the sales staff. (ATSI-Campanella). July p 156.

**"One more time" for the business press** — Increases of 6%-9% will undoubtedly clash with frozen budgets. FS p 65.

## CABLE TELEVISION

**(Features articles only — see subject index for lesser items.)**

**Agencies boost cable billing** — Where cable's been and where it is going. Also: Scorecard of billing and client activity in top 20 agencies in cable. Feb. p 70.

**Cable network outlook for 1985** — How the various networks will fare in the coming year. Feb. p 74.

**Making matches in the sponsor/cable game** — Jack McQueen, FCB/Telecom, explains how he makes the most of the medium's promise to meet sponsor's need. Feb. p 88.

**Cable comes of age** — Media departments are restructuring to make cable part of the media family. Feb. p 93.

**Financial cable nets mean business** — Financial programing is proving a boon to cable as research uncovers its highly desirable audience. April p 60.

**Streetfighting in cable territory** — Cable Saver gives merchants low-cost ads, cable subscribers exclusive discounts, and the host system reduced churn. May p 76.

**From fan loyalty to brand loyalty** — Local cable sports networks may score some hits and runs for advertisers. Aug. p 42.

**Cable puts a lid on rises as it redefines its base** — Rates will stay down as programmers try to broaden appeal. FS p 43.

**Basic cable gets fancy and learns to sell itself** — Multiple system operators (MSO's) are using their basic package as key to getting new customers. Nov. p 56.

**The highs and lows of Nielsen Homevideo Index** — Fans are high on its ability to produce voluminous research. Critics say it lacks sophistication. Nov. p 84.

### "As they see it" columns on cable tv:

**Erica Gruen** — VCR's up! Cable down? — Will VCR's actually replace cable tv as the next video technology? Jan. p 80.

**Beverly O'Malley** — A banner year for cable — Roundup of major changes, trends and developments in 1984. Feb. p 108.

**Betsy Frank** — Pay subscribers to change channels — Research shows how pay tv subscribers interact with broadcast programs. March p 104.

**Betsy Frank** — Tuning in to VCR usage — Nielsen should improve its VCR measurements. May p 119.

**Beverly O'Malley** — Cable buying power — Nothing speaks louder than the buying power of the pay cable home. July p 150.

**Joel S. Kushins** — Local cable by formula — Cable Networks, Inc., offers formula to show how much of the broadcast budget should go to cable. Sept. 122.

## DIRECT MARKETING

**Direct marketing expands westward** — Agencies are adding direct marketing services (DM). Jan. p 29.

**C.O.M.B. can sell you anything!** — Close Out Merchandise Buyers find a fortune in other companies' overstocked or discontinued wares. SS p 39.

**Will new laws hang up telemarketers?** — Heightened activity at the state level to regulate telemarketing has led to self-regulation. May p 47.

**Streetfighting in cable territory** (couponing) — Cable Saver gives merchants low-cost ads, cable subscribers exclusive discounts and the host system reduced churn. May p 76.

**Catalogs direct-mail prospects** — Study by Stone & Alder uncovers mail-order prospects by type (DM). Aug. p 28.

**Direct marketers seek to steady rates** — But advertisers continue to complain that they're too high to begin with. FS p 91.

**Computing the direct mail advantage** — Computers will help direct marketers (DM). Oct. p 37.

**When is a catalog not a catalog?** (Magalogs) — Retailers are selling ads in their catalogs to get the most out of their direct-mail prospects. Oct. p 80.

### Monthly departments

|            |           |            |
|------------|-----------|------------|
| Jan. p 29  | May p 42  | Sept. p 41 |
| Feb. p 41  | June p 46 | Oct. p 37  |
| March p 34 | July p 14 | Nov. p 32  |
| April p 20 | Aug. p 28 | Dec. p 28  |

### "As they see it" columns on direct marketing:

**Michael Seymour** — Direct marketing; A look at the future. March p 98.

**William Morrissey** — Package goods companies discover direct marketing — Packaged goods advertisers are starting to turn into direct marketers. April p 136.

## GOVERNMENT REGULATION

**Beer and wine broadcast advertising under siege** — Marketers consider options as hearings begin to decide the fate of beer and wine ads on radio and tv. Feb. p 56.

**Liquor, wine make preemptive moves** — Companies are trying to spruce up their image as the Treasury Dept.'s BATF puts final touches on study of celebrities and alcohol (DC). April p 24.

**Will new laws hang up telemarketers?** — Heightened activity at the state level to regulate the telemarketing industry has led to self-regulation moves. May p 47.

**The state of ad taxation** — An overview of state and local tax proposals that affect the ad world (DC). Aug. p 26.

**A taxing question for mail order** — Pressure is mounting to capture sales tax money for mail order sales (DM). Aug. p 28.

## MAGAZINES

**You deserve a (rate) break today** — An increasing number of magazines are discounting rates to meet competition (ATSI-Campanella). Feb. p 110.

**Refashioning the male marketplace** — Three magazines, focused on lifestyles, benefit from a new view of the male market. March p 84.

**The magazine rate card: Build up or break down?** — Publishing and advertising executives open up on a topic that threatens the magazine industry. April p 42.

**Publishers pursue the theme scheme** — Single themes offer magazine publishers numerous marketing and merchandising possibilities. April p 72.

**"Right-hand page, far forward"** — No amount of research seems able to chip away at this tenet of ad positioning. May p 72.

**Computer magazines: A perspective** — Poor marketing judgment by computer industry results in wipe-out of 59 books. June p 66.

**Time shelves discount plan (NIM).** July p 26.

**Print's new priorities** — How magazine advertising is bought and sold — trends and developments — package deals, rate cutting. Sept. p 56.

**The General Motor's challenge to magazines.** Sept. p 64.

**Agencies to magazines: Keep it close to 7%** — As the boom quiets down, advertisers are looking for rate relief. FS p 57.

**Science books search for the right formula** — Publishers are rethinking the field to try and revive it. Oct. p 53.

**A meeting of minds on reader research** — The Magazine Research Council of the

ARF is testing a standard for magazine audience research. Oct. p 73.

**Smells that sell** — Scented inserts from fragrance manufacturers have moved into magazines but the bloom may be off the rose. Dec. p 78.

### "As they see it" columns on magazines by:

**Debbie Solomon** — Magazine advertising expenditures — Many magazines are advertising to maintain or expand their audience. Jan. p 76.

**Donna Campanella** — You deserve a (rate) break today — A number of magazines are discounting rates. Feb. p 110.

**Anna Fountas** — Isn't it about time for editorial environment research — A review of research which substantiates or refutes its need. March p 106.

**John Camilleri** — Overview of the science magazine category — This special-interest category is a dynamic one. April p 124.

**Donna Campanella** — One bad sales call too many — Sales reps should be aware of media department personnel changes and adjust their presentations. May p 106.

**Steve Kurtzer** — Magazines: The next decade — They will not be too different. June p 142.

**Donna Campanella** — The art of getting "traded" — Trade magazine planning requires maximum familiarity with the books and the help of the reps. July p 156.

**Stephen H. Martin** — A medium to watch — The situation with computer magazines proves all is not a bed of roses. Aug. p 78.

**Debbie Solomon** — National Sunday magazines — A review of the pros and cons. Sept. p 118.

**Michael E. Bienstock** — Gossip will continue to sell magazines. Oct. p 100.

**Donna Campanella** — The rise and (short) fall of rate bases — the rate base is no longer beyond reproach. Nov. p 96.

**Dan Hodges** — The single-copy slide — The decline of newsstand sales has been an on-going situation. Dec. p 80.

## MARKETING

**Chrysler takes a sharp marketing curve** — New marketing and ad strategies, as well as new lines, are part of effort to keep Chrysler moving. Jan. p 38.

**Is global marketing a wise, or doable strategy?** Panel of experts offer their opinions as to the bonuses and pitfalls of pursuing a global strategy. (Part 2). Jan. p 47; (Part 1 — Dec. 1984, p 34).

**Why Ralston gets what it wants** — Ralston Purina is the first to finalize media plans and first to enter the upfront buying fracas. March p 44.





## BRAND REPORTS AND SPECIAL FEATURES

Following are the topics, issues and page numbers of the brand reports and special features of 1985.

Top 200 Brands — July p 45,  
Newspaper ad leaders — June  
p 101.

Advertiser-supported syndication —  
Jan. p 53.

Advocacy advertising — Aug. p 56.

Airlines — April p 141.

Alcoholic beverages — Aug. p 88.

Automotive aftermarket — Nov.  
p 105.

Autos, imported — March p 117;  
Nov. p 38.

Beer — May p 123.

Cable — Feb. p 70.

Children — Sept. p 93.

Cigarettes — Oct. p 104.

Compact discs — March p 60.

Fast food — Jan. p 83.

Games — Sept. p 93.

Global marketing — Jan. p 47.

Home electronics — Sept. p 125.

Imported cars — March p 117; Nov.  
p 38.

International marketing — Jan. p 47.

Lemon/lime soft drinks — July  
p 125.

Liquor — Aug. p 88.

Magazine rate cutting — April p 42.

Maturity market — March p 72.

Male market — March p 84.

Media buying services — Aug. p 49.

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Multibrand companies and tv buying  
— Nov. p 76.

Newspaper networking — July  
p 134.

PeopleMeters — Aug. p 62

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Radio — April p 83.

Scorecard, cable — Feb. p 70.

Senior citizens — March p 72.

Single-theme issues April p 72.

Telecommunications — Dec. p 99.

Toys — Sept. p 93.

Travel and tours — June p 157.

Uncolas — July p 125.

Women in media — Feb. p 51.

**Compact discs: On the charts, with a bullet** — Hardware and software pair to launch the new tech toy. March p 60.

**The greening of the maturity market** — A youthful outlook is changing old stereotypes among the over-55 set. March p 72.

**Refashioning the male marketplace** — Three magazines, focused on lifestyles, benefit from a new view of the male market. March p 84.

**Ouch! What ails ibuprofen?** Advil and Nuprin were supposed to be the analgesic market's miracle drugs, but the market was misjudged. April p 56.

**Keying into the Electronic Mall** — The Mall offers goods and services via computer. April p 80.

**The flag, apple pie . . . and High Life** — Miller High Life shifts into an offensive mode. Part of the strategy: a new advertising blitz. May p 60.

**The wishbone offense . . . branding a commodity** — As producers turn their birds (chickens) into brands, they're facing strong marketing challenges. May p 80.

**Restoring Jaguar's roar** — It took more

than a fresh coat of polish to make the luxury car glisten again. June p 75.

**Pepsi lobs Wilson out of bounds** — After 15 years Pepsi gives up on Wilson Sporting Goods. June p 88.

**Which Coke is it?** — Bottlers applaud the increased promotional and ad support the risky launch has spurred. June p 98.

### Marketing successes of 1984

|   |          |
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| Pillsbury Co.                           | SS p 17  |
| California Cooler Inc.                  | SS p 33  |
| C.O.M.B. (Close Out Merchandise Buyers) | SS p 39  |
| McDonald's Corp.                        | SS p 45  |
| Club Med Inc.                           | SS p 51  |
| MTV (Music Television)                  | SS p 61  |
| General Motors (J-cars)                 | SS p 71  |
| Mattel Inc. (Barbie Dolls)              | SS p 79  |
| Whirlpool Corp.                         | SS p 85  |
| Giorgio perfumes                        | SS p 93  |
| Canon U.S.A. (copiers)                  | SS p 97  |
| G. D. Searle & Co. (NutraSweet)         | SS p 103 |
| Rubbermaid Inc.                         | SS p 109 |
| K mart Corp.                            | SS p 115 |
| Swatch Watch Corp.                      | SS p 121 |

**Who's squeezing whom in the lemon-lime wars?** — With all the fuss over Coke vs. Pepsi, it is easy to overlook the lemon-lime group. July p 125.

**The Maxxum clicks for Minolta** — Company hopes its fully automatic 35mm camera will push it past Canon. July p 138.

**Black & Decker powers into housewares** — Having acquired the GE small appliance line, B&D is wasting no time in putting its name on the line. Aug. p 34.

**How to reach 600 million television fans** — How six companies are advertising in the Republic of China. Sept. p 73.

**VCR's: The saga continues** — Advertisers are thinking of ways to fit them into their media plans. Sept. p 83.

**Children: Games marketers play** — Six companies share insights into how they approach this sensitive market. Sept. p 93.

**The war of the smiles** — Colgate-Palmolive and Procter & Gamble are locked in the tartar/plaque ad battle. Oct. p 60.

**SPAM's media plan: It might surprise you** — A light-hearted radio campaign ties in with its 50th anniversary. Oct. p 68.

**The import invasion: part two** — Yugo, Samurai and Hyundai are making the most of their size and price. Nov. p 38.

**Marketing a case for "Made in the States"** — Group effort promotes American fashions and textiles. Nov. p 68.

**Smells that sell** — Scented inserts are leading fragrance makers into magazines, but too many may spoil the effort. Dec. p 78.

### Business-to-business case histories:

**Defining a new marketing culture** — BtB p 7.

**AT&T, Sprint, MCI: The long lines battle.** BtB p 22.

**Hewlett-Packard puts its money on marketing** — BtB p 28.

**Heinz feeds off love for french fries** — BtB 36.

**How DuPont uses specialized magazines** — BtB p 42.

**Pfizer Rx is marketing savvy** — BtB p 50.

**Agencies take a new look at business-to-business** — BtB p 56.

### Brand Reports — 1985

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| Automotive aftermarket | Nov. p 105  |
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| Pet foods              | Feb. p 115  |
| Telecommunications     | Dec. p 99   |
| Tours/travel           | June p 157  |

## **"As they see it" columns on marketing by:**

**Stephen H. Martin** — Back to basics — The more things change, the more they remain the same. May p 112.

**Dawn Sibley** — 15-second world — ABC and J. Walter Thompson study is in — and so are 15's. June p 149.

**Stephen H. Martin** — How benefits add muscle to media — A benefit that is relevant to prospects is the most cost efficient way to add muscle to media. Nov. p. 89.

## **MEDIA BUYING**

**Media match-making in Chelsea** — Chelsea Communications is scoring big in efforts to marry ad-sponsored programing through all forms of distribution channels. Jan. p 50.

**A shortcut for newspaper buying** — Doyle Dane Bernbach's on-line data base is a much needed aid for the often hard-to-buy medium. Jan. p 52.

**Second-quarter network scatter market takes off** — Early readings find renewed vigor after a soft first quarter. Feb. p 48.

**Why Ralston gets what it wants** — Ralston Purina is the first to finalize media plans and first to enter the upfront buying fracas. March p 44.

**How four companies play the budget game** — An inside look at the budget practices at Campbell Soup, Coca-Cola, Clorox and Apple Computer. March p 52.

**Gannett gambles with a novel media buy** — Advertisers are taking a good look at Gannett's new package. March p 54.

**Agencies and radio: Love or hate** — How various agencies face the task of buying radio. April p 84.

**Searchmart puts the trades on-line** — Media departments are sighing with relief at Searchmart's early efforts to put trade magazine info on-line. May p 86.

**"There ain't no cure for the summer blues"** — Since CBS alone is out to bask with special programing, the forecast for the usually slow season is bleak. June p 80.

**Baseball, apple pie and media** — It is the intangibles that are important to a media buy (Med-Lehmkuhl). July p 145.

**The debate over media buying services** — Four A president Matthews recently warned his members about the growth of these services. Others like them, including some agencies. Aug. p 49.

**VCR's: The saga continues** — Will advertisers effectively integrate VCR's into their strategic media planning. Also: The British scene. Sept. p 83.

**Is bigger better?** — Debunking a lot of the myths about tv buying (Med-Banks). Sept. p 111.

**The lean and mean tv buying machine** — Multibrand corporations are finding the paring down the agency assignments can mean beefed up bargaining power when buying tv. Nov. p 76.

**Feedback '85** — Results of a questionnaire with 21 points of view on the changing media scene (Med-Kaatz). Nov. p 88.

## **MEDIA DEPARTMENTS**

**Women extend reach for media's brass ring** — Progress has been dramatic for women in media departments. Feb. p 51.

**Cable comes of age** — Media departments are restructuring to make cable part of the media family. Feb. p 93.

**Buying Topeka: Campbell-Ewald's solution** — C-E transforms its local media buyers into local market specialists to better handle local planning. June p 52.

**Toying with how to wed marketing with media** — Agencies ponder how to train media specialists to be marketing generalists as well. June p 60.

**Keeping an eye on media habits** — Focus groups are a tried and true technique in product research but now SSC&B has added media. July p 128.

## **ADVERTISER/AGENCY/MEDIA CASE HISTORIES**

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Ted Bates Worldwide — July p 32;  
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**The evolution of the media department** — An overview (Papazian). Oct. p 90.  
**The lean and mean tv buying machine** — Multibrand corporations are finding that fewer agencies can beef up bargaining power. Nov. p 76.  
**The twists and turns of media training** — Ten agencies demonstrate their different approaches. Dec. p 38.

## MEDIOLOGY

**Commercial audiences: Measuring what we're buying** — There is a need to know the size of the commercial rather than the

program audience. (Fountas) Jan. p 75.  
**Look out! Here comes sponsored VCR's** — Commercially sponsored tapes are in the offing. (Papazian) Mar. p 96.  
**PeopleMeters: Weighing their merits** — A discussion of the pros and cons. (Papazian) April p 122.  
**Whither the new segmentation systems?** — PRIZM, Cluster Plus and VALS have made their presence felt, but they have their limits. (McDonald) May p 94.  
**I saw it on the radio** — Radio Advertising Bureau is at last telling about the strengths of the medium. (Papazian) June p 140.  
**Baseball, apple pie and media** — It's the intangibles that are important in a media

buy. (Lehmkuhl) July p 145.  
**Demographic erosion: Problem for football sponsors?** — Data from SMRB on football's tv audience are sobering. (Papazian) Aug. p 74.  
**Is bigger better?** — Wherein he debunks a lot of the myths about tv buying. (Banks) Sept. p 111.  
**The evolution of the media department** — An overview (Papazian) Oct. p 90.  
**Feedback '85** — Results of a questionnaire with 21 points of view on the changing media world. (Kaatz) Nov. p 88.  
**Tv's qualitative alternatives** — A review of the services available for tv program ratings. (Papazian) Dec. p 89.

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**Direct mail outpaced by newspaper ads** — Test by Newspaper Advertising Bureau proved newspapers three times as effective as direct mail. July p 14 (DM).

**Newspaper networking** — For certain national advertisers this concept is providing the answers to some marketing questions. July p 134.

**Print's new priorities** — How newspapers are bought and sold, trends and developments, special sections, rates. Sept. p 44.  
**Newspapers have a surprise for agencies** — The publishers' increase estimates fall short of what the agencies are expecting. FS p 73.

**Tomorrow's news today for the newspaper world** — The newspaper industry is beginning to turn an objective eye on how it does business. Nov. p 62.

**The art of newspapers** — Newspaper Advertising Bureau awards for creative advertising in newspapers (Cam). Dec. p 20.

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**Fran Weisberger** — The "Alternatives" offer just that — The Ruxton Group of newspapers offers a means to reach the 18- to 34-year-old group. Feb. p 112.

**Gil Farley** — Where's the excitement of newspapers? — Buyers should be given the opportunity to get acquainted with what they are buying. March p 114.

**David C. Lehmkuhl** — The newspaper renaissance — Why the often-cited negatives are invalid. April p 128; Retort June p 15 (Let).

**Debbie Solomon** — Newspaper rate differential — Newspapers are raising their national rates at a faster pace than the local rate. May p 101.

**Frank Hajek** — Play ball! — Newspapers have done much but there is need for a lot more effort to make them fit a plan. June p 146.

**Stephen H. Martin** — Message or medium — On the believability of advertising by medium. July p 146.

**Frank Weisberger** — Technological advancements in newspapers — But alone it will not attract a bigger share of advertisers. Aug. p 80.

**Hugh O'Brien** — The newspaper evolution. A parallel to tv — It has mirrored tv in a number of ways. Sept. p 113.

**Frank Hajek** — Leading and following — Networking is good news for the industry but the rate differential is still present. Oct. p 94.

**Gabe Samuels** — The trend can be reversed — Attention to three areas can help newspapers regain lost ground. Nov. p 99.

**Laurie Davis** — Sunday comics: not to be taken lightly — Sunday comics are underutilized. Dec. p 95.

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**East meets West in outdoor** — The U.S. outdoor industry is out to win over Japanese advertisers. Aug. p 72.

**Outdoor's rate forecast: A cool 6%-7% rise** — There's a chill in the air in the great outdoors. FS p 80.

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**P-O-P go the electronic media** — Several new in-store uses of high-tech media are showing results. Dec. p 82.

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**Agencies and radio: Love or hate** — The buyers view. Apr. p 84.

**Radio net's strong upfront tempo** — Network executives outline their prospects and details of their offerings. April p 85.

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**"Radio, brought to you by . . ."** — Why Campbell Soup, Taco Bell, Ciba Vision Care and Coors Brewery use radio to implement their strategies. April p 110.

**I saw it on the radio** — Radio Advertising Bureau tells about the unique strengths of radio (Med-Papazian). June p 140.

**Detroit to steer more ad dollars to radio (UD).** Sept. p 34.

**Radio may be hot, but its rate hikes are not** — Conservative rate hikes can only add to radio's appeal. FS p 51.

**SPAM's media plan: It might surprise you** — A light-hearted radio campaign is getting notice for this oft-maligned product ties in with its 50th anniversary. Oct. p 68.

**At Westwood One, the feeling is Mutual** — Announced acquisition of MBS has inspired a lot of talk (NM) Nov. p 24.

### "As they see it" columns on radio by:

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**Dennis McGuire** — Utilizing cume combo — the total number of unduplicated listeners by dayparts and daypart combinations. April p 134.

**Angela Becker** — Merchandising: Localizing national radio buys — When properly done it enhances spot efforts. May p 96.

**Sam Michaelson** — The end of broadcasting — Analytical digging is needed to find out how radio works best and how to make it work. June p 153.

**Dennis McGuire** — Relying on gold — The Golden Oldies format is gaining popularity. Sept. p 120.

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**Why Ralston gets what it wants** — Ralston Purina is first to finalize its media plans and first to enter the upfront buying fracas. March p 44.

**How four companies play the budget game** — An inside look at the budget practices at Campbell Soup, Coca-Cola, Clorox and Apple Computer. March p 52.

**Media costs add up to marketing opportunities** — Spot tv costs analyzed on a per-capita basis (ATSI-Kelley). April p 132.

**Forecast 1986: Rates will rise but caution will rule** — 15th Annual Forecast of Media Costs — average budget increase is 7.5%. FS p 8.

**Ted Bates reviews a decade at the races** — An analysis of what has been a fast-paced decade for media inflation. Index of costs. FS p 25.

**Television prices may go sky high, despite the cloudy picture** — Despite negative trends, tv is still very much in demand. FS p 33.

**Cable puts a lid on rises as it redefines its base** — Rates will stay down as cable programmers attempt to broaden their appeal. FS p 43.

**Radio may be hot, but its rate hikes are not** — Conservative rate hikes can only add to radio's appeal. FS p 51.

**Agencies to magazines: Keep it close to 7%** — As the boom quiets down, advertisers are looking for rate relief. FS p 57.

**"One more time" for the business press** — Increases of 6%-9% will undoubtedly clash with frozen budgets. FS p 65.

**Newspapers have a surprise for agencies** — Increase estimates fall short of what the agencies are expecting. FS p 73.

**Outdoor's rate forecast: a cool 6%-7% rise** — There's a chill in the air in the great outdoors. FS p 80.

**Taking a reading of the Yellow Pages** — As the field opens up, rates may be kept down by the competition. FS p 85.

**Direct marketers seek to steady rates** — But advertisers continue to complain that they're too high to begin with. FS p 91.

**The rise and fall of rate bases** — the magazine rate base is no longer beyond reproach (ATSI-Campanella). Nov. p 96.

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|         |               |
|---------|---------------|
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| 1981    | February 1982 |
| 1980    | February 1981 |
| 1979    | May 1980      |
| 1977-78 | March 1979    |
| 1976    | April 1977    |
| 1975    | February 1976 |
| 1974    | May 1975      |
| 1973    | May 1974      |
| 1972    | April 1973    |
| 1971    | March 1972    |
| 1970    | February 1971 |
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| 1968    | January 1969  |



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|             |            |             |
|-------------|------------|-------------|
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## RESEARCH

**Commercial audiences: Measuring what we're buying** — There is a real need to know the size of the audience for the commercial rather than the program audience (Med-Fountas). Jan. p 75.

**Measuring tv's commercial audience** — How many advocates are using data that are already available? (ATSI-McSherry). March p 105.

**Isn't it about time for editorial environment research** — A review of the few pieces of research that touch on the subject (ATSI-Fountas). March p 106.

**PeopleMeters: Weighing their merits** — A discussion of the pros and cons (Med-Papazian). April p 122.

**Searchmart puts the trades on-line** — Media departments are sighing with relief at Searchmart's early efforts to put trade magazine info on-line. May p 86.

**Whither the new segmentation systems?** PRIZM, Cluster Plus and VALS have made their presence known but they have limits (Med-McDonald). May p 94.

**Taking measure of the PeopleMeter** — Results from two studies may speed its U.S. debut. Aug. p 62.

**A meeting of minds on reader research** — The Magazine Research Council of the ARF is testing a standard for magazine audience research. Oct. p 73.

**The highs and lows of Nielsen Homevideo Index** — Fans are enthusiastic about its ability to produce voluminous, yet tailored, research. Critics say it lacks sophistication. Nov. p 84.

## "As they see it" columns on research:

**Tony Nacinovich** — The kaleidoscope of new audiences — The American family remains a central institution in the U.S., but its shape is changing. Feb. p 102.

**Larry Kelley** — Media costs add up to marketing opportunities — Spot tv costs analyzed on a per-capita basis. April p 132.

**John McSherry** — The current scope of channel switching — Confusion exists on the subject of zapping and commercial audiences. June p 144.

**Helen Johnston** — In defense of sampling — A discussion of some of the issues about radio audience measurement. July p 149.

**Larry Kelley** — Can share of voice replace effective frequency? — Paper by Prof., Peter Turk raises some questions. Oct. p 98.

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**S&L's chase the IRA's** — Foundation for Savings Institutions drops tv in favor of Sunday magazines which allow for localizing (NIM). March p 32.

**Vista — a Sunday magazine for the Hispanic market** (NIM). Sept. p 36.

**Print's new priorities** — Trends among Sunday magazines. Sept. p 62.

**National Sunday magazines** — A review of the pros and cons of Sunday magazines (ATSI-Solomon). Sept. p 118.

**No rest on Sunday in the magazine field** — Changes in the field are viewed as exciting and long overdue; the players, however, prefer a more conservative reading. Dec. p 62.

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**Murky outlook for children's television** — Action for Children's Television (ACT) is planning to pursue several complaints with the FCC (DC). Jan. p 28.

**Special report on syndication** — Covering old and new shows — daypart by daypart; long-term look at where the business is headed. Jan. p 53.

**Profiles of syndicated tv shows: Rituals, Inday, New Program Group.** Jan. p 66.

**Commercial audiences: Measuring what we're buying** — There is a real need to know the size of the audience for a commercial rather than the program audience (Med-Fountas). Jan. p 25.

**Second-quarter network and scatter market** — Early readings find renewed vigor after a soft first quarter. Feb. p 48.

**Upfront market set to sail** — Consensus is that this year's season will not duplicate last year's wild start. May p 44.

**Cutting the clutter with computer graphics** — Technique is doing the impossible for commercial production. May p 52.

**"There ain't no cure for the summertime blues"** — Forecast for the traditionally slow season is bleak. June p 80.

**The current scope of channel switching** — Confusion exists on the subject of zapping and commercial audiences (ATSI-McSherry). June p 144.

**The 15-second world** — The ABC/J. Walter Thompson study is in and so are 15's (ATSI-Sibley) June p 149.

**Ladies and gentlemen place your bets** — With the networks' offering all laid out, agencies are now placing bets. July p 42.

**Taking measure of the PeopleMeter** — Results from two more studies of the new tv measurement technology may speed its

U.S. debut. Aug. p 62.

**Advertisers enlist the syndication cops** — The Advertising Information Services company monitors syndicated programs to ensure that all goes well. Aug. p 64.

**Demographic erosion: Problem for football sponsors?** — Data from SMRB on football's tv audience are sobering (Med-Papazian). Aug. p 74.

**How to reach 600 million television fans** — How six companies are advertising in the Republic of China. Sept. p 73.

**Is bigger better?** — A lot of myths about tv buying are debunked (Med-Banks). Sept. p 111.

**Television prices may go sky high, despite the cloudy picture** — Despite negatives tv is still much in demand. FS p 33.

**Network tv's 15-second future** — CBS accepts stand-alone 15's in spots reserved for split 30's. Oct. p 86.

**Lights, cameras, action lure back big marketers** — Advertiser-controlled tv programming is a tempting option despite the risks. Nov. p 49.

**The lean and mean tv buying machine** — Multi-brand corporations are finding that fewer agencies can beef up bargaining power. Nov. p 76.

**An ad by any other name is still an ad** — "Enhanced underwriting" spots in public broadcasting may be the key to their survival. Dec. p 70.

**Tv's qualitative alternatives** — A review of the services available for tv program rating (Med-Papazian). Dec. p 89.

## "As they see it" column on television:

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**John McSherry** — Measuring tv's commercial audience — How many advertisers are using available data? March p 105.

**Abbott C. Wool** — Zipping, zapping, flipping, whizzing! — Refusal to count recordings understates audience by ignoring time-shift viewing. May p 100.

**Donna Campanella** — Late night tv's flickering picture — Late night tv is a far cry from what it used to be. Sept. p 114.

**Beverly O'Malley** — The commercialization of PBS — As government support fades, the rule restricting advertising is being relaxed. Oct. p 96.

**Steve Sternberg** — The networks and VPH — If pay-cable delivery is a concern, a concentration of programs with projected adult 18-49 VPH of .90+ should reduce its severity. Nov. p 93.

**Debbie Solomon** — Surviving the ratings game 1975-85 — A study of the survival rates of tv programs launched during the period. Dec. p 91.



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 Office copiers — SS p 97  
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## P

Package deals, magazines — Sept. p  
 56  
 Pain remedies — April p 56, May p 26  
 (DC)  
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 Pay-for-view cable — see Cable, pay-  
 for-view  
 PeopleMeters — May p 23 (Let), Aug.  
 p 62  
 Perfume — Jan. p 29 (DM), SS p 93,  
 Dec. p 78  
 Pet foods — Feb. p 115  
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 p 30 (HW)  
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 Postal increases — April p 18 (PB)  
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 Poultry — May p 80  
 Predictions — May p 32 (FU), FS p 8,  
 12, 46  
 Price attitudes — Sept. p 42 (HW)  
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 (ATSI)  
 Product benefits — Nov. p 89 (ATSI)  
 Productivity — April p 32 (FU)  
 Program-length commercials — Jan. p  
 28 (DC)  
 Program sponsorship — Jan. p 50, 53  
 Programing — June p 80, July p 13  
 (UD); see also Tv programing  
 Public broadcasting — Jan. p 32  
 (UD), March p 32 (NIM), Oct. p 96  
 (ATSI), Dec. p 70  
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 10 (FU)  
 Public utility advertising — BtB p 22,  
 Dec. p 99  
 Purchase influence — Jan. p 24, July  
 p 17 (PB)

## R

Radio formats — see Formats  
 Rate bases — Nov. p 96 (ATSI)  
 Rate cutting — Feb. p 110 (ATSI),  
 April p 42, FS p 103, July p 26  
 (NIM), Sept. p 56  
 Rate differential — Jan. p 77 (ATSI),  
 May p 101 (ATSI), Sept. p 48, FS p  
 78, Oct. p 94 (ATSI), Nov. p 99  
 (ATSI), Dec. p 17 (PB)  
 Readership studies — see Audience  
 measurement  
 Reading habits — Nov. p 27 (NIM)

Regulation of advertising — April p 24 (DC), Nov. p 14 (FU), 36 (DC)  
 Representatives, media — Jan. p 77 (ATSI), Feb. p 36 (Let), April p 84, May p 106 (ATSI)  
 Resorts — SS p 51  
 Retail advertising — SS p 115  
 Revenue, media — April p 8 (NIM)

## S

SAU — June p 17 (PB)  
 Salaries, pr — Dec. 10 (FU)  
 Sales Promotion (first column) — Dec. p 32  
 Sampling — May p 42 (DM), July p 149 (ATSI)  
 Satellites and newspapers — Sept. p 50  
 Scatter market — Feb. p 48  
 Scented advertising — SS p 93, June p 42 (NE), Dec. p 78  
 Science magazines — April p 124  
 Scorecard, cable — Feb. p 76  
 Self-regulation — Dec. p 28 (DM)  
 Senior citizens — Feb. p 107 (ATSI), March p 72, Oct. p 20 (HW)  
 Second Opinion — March p 66, July p 13 (UD)  
 Shampoo — Feb. p 41 (DM)  
 Share of voice — Oct. p 98 (ATSI)  
 Shared mail — Feb. p 62  
 Shared 30's — see Split 30's  
 Shopping habits — see Purchase influence, Consumer attitudes  
 Silver Pages — March p 80  
 Single-copy sales — Nov. p 96 (ATSI), Dec. p 90 (ATSI)  
 Single-sponsor magazines — Feb. p 38 (NIM), May p 34 (NIM)  
 Single-theme magazines — April p 72  
 Size of companies — April p 26 (HW)  
 SMARTS — May p 159 (BB)  
 Smokeless tobacco — Nov. p 36 (DC)  
 Soft drinks — Jan. p 32 (UD), SS p 103, June p 98, July p 125, 134, Sept. p 34 (UD)  
 Sole advertiser — May p 34 (NIM)  
 Sole sponsorship — Jan. p 58  
 Special sections (newspapers) — Sept. p 50  
 Spokesmen — April p 24 (UD)  
 Sports — Aug. p 74 (ATSI), Dec. p 24 (HW)  
 Sports equipment — June p 88  
 Split-30's — April p 160 (BB), June p 149 (ATSI), Nov. p 88 (ATSI), 127  
 Stereo systems — Sept. p 150  
 Stereo tv — Sept. p 34 (UD)  
 Stand-alone 15-sec. commercials — Oct. p 86, Nov. p 127 (BB), Dec. p 114 (BB); see also Split 30's;  
 Fifteen-second commercials  
 Sugar substitute — SS p 103  
 Summer programing — June p 80, July p 13 (UD)

Sunday magazines — Jan. p 18 (PB), Dec. p 62  
 Supermarkets — Nov. p 20 (HW)  
 Syndication — Feb. p 107 (ATSI), Jan. p 53, June p 175 (BB), July p 13 (UD), Aug. p 64, FS p 33, Nov. p 22 (UD)

## T

Takeover — Aug. p 34  
 Tax, advertising — Aug. p 26 (DC)  
 Tax, sales — Aug. p 28 (DM)  
 Teen-age market — May p 42 (DM)  
 Teen-age spending — April p 26 (HW)  
 Telescan — June p 28, 175, July p 152 (BB), Aug. p 99 (BB)  
 Telecommunications — Dec. p 99  
 Telemarketing — May p 47, Sept. p 41 (DM)  
 Telephone, selling by — Jan. p 29 (DM)  
 Telephone service, selling — Dec. p 99  
 Teletext — March p 20 (NE)  
 Test market — Nov. p 22 (UD)  
 Textiles — Nov. p 68  
 Tires — Nov. p 105  
 Toothpaste — Oct. p 60  
 Top advertisers — 1984 . . .  
 Tv — May p 60 (BB), Aug. p 30 (UD), FS p 36  
 Cable — FS p 45  
 Radio — April p 86, 92, FS p 52  
 Magazines — FS p 58  
 Sunday magazines — FS p 58  
 Newspapers — FS p 74  
 Top agencies (radio) — June p 24 (UD)  
 Total Market Coverage (TMC) — Sept. p 54  
 Tours — June p 157  
 Toys — SS p 79, July p 8 (FU), Sept. p 93  
 Training — June p 60, Dec. p 38  
 Travel — SS p 51, June p 157  
 Tv program research — Dec. p 89 (ATSI)  
 Tv program survival — Dec. p 91 (ATSI)  
 Tv programing — July p 13 (UD), Aug. p 22 (NE), Sept. p 34 (UD), Nov. p 49, Dec. p 26 (NE)  
 Tv sets — Sept. p 132

## U

USA Weekend — Aug. 17 (PB), Sept. 17 (PB), Dec. p 62  
 Upfront buying — Jan. p 57, March p 44, May p 44, July 151 (BB), FS p 33  
 Unwired networks — April p 84, July p 151 (BB), Oct. p 28 (UD)

## V

VALS — April p 32 (FU), May p 94

(ATSI), 114 (ATSI)  
 VCR's — Jan. p 80 (ATSI), March p 96 (ATSI), April p 28 (NE), May p 119 (ATSI), June p 42 (NE), July p 6 (NE), Aug. p 8 (FU), Sept. p 83, 140, Nov. p 84  
 Videos, May p 38 (NE), SS p 61, July p 14 (DM)  
 Videos, ad-sponsored — Feb. p 40, (NE)  
 Videos, in-store — Nov. p 30 (NE)  
 Videotex — April p 28 (NE), 80, May p 34 (NIM)  
 Viewers per household (VPH) — Nov. p 93 (ATSI)  
 Vision (geo-demo clusters) — Oct. p 37 (DM)

## W

Watches — SS p 121  
 Weather and advertising — Feb. p 128 (BB)  
 Wine — Feb. p 56, April p 24 (DC)  
 Wine coolers — SS p 33  
 Women, advertising to — Jan. p 24 (HW), June p 32 (NIM)  
 Women and sports — Sept. p 20 (FU)  
 Women, as auto buyers — June p 30 (HW)  
 Women in advertising — Feb. p 51, Dec. p 10 (FU)  
 Women over 30 — Jan. p 24 (HW)  
 Women, working — Feb. p 107 (ATSI), March p 36 (FU), Aug. p 32 (NIM)

## Y

Yellow Pages — March p 80 (Silver Pages), FS p 85  
 Youth market — Sept. p 93  
 Yuppies — Sept. p 42 (HW)

## Z

Zapping — Jan. p 75 (ATSI), Feb. p 40 (NE), 100 (ATSI), March p 105 (ATSI), 135 (BB), May p 100 (ATSI), June p 144 (ATSI)

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